

Tobacco Disparities Conference Call Notes
October 13, 2005
11:00-Noon

Present:

Adams: Karen Potts
Asotin: Dianne Rousseau
Benton Franklin:
Chelan Douglas:
Clallam:
Clark:
Columbia: Vickie Hodgson
Cowlitz: Shannon Gourley
Garfield: Lisa Dixon
Grant: Alana Tebow, Madeline Sanchez
Grays Harbor:
Island:
Jefferson:
King: Annette Anquoe, Mary Dzieweczynski,
Brandie Flood, Elaine Ishihara, Amber
Talbert (ACS) Yvette Aivilon (ALA),
Kennethia Ishman

Kitsap: Roberta Kowald, Kelly Baze
Kittitas:
Lewis:
Lincoln: Danita Hammond
Mason:
NE Tri: Angie Jones
Okanogan: Katie Hendrickson
Pierce: Kim Clarke, Nancy Meyer
San Juan:
Skagit: Carol Hawk, Suzanne Dantale
Snohomish: Eloise Gray, Debbie Parker-George
Spokane: Maggie Merril
Thurston:
Wahkiakum: Linda Hartung
Walla Walla:
Whitman:
Yakima: Celisa Hopkins, Susan Martin,
Chelsea Trammel, Diane Pebeashy
DOH: Dave Harrelson, Julie Thompson,
Paul Davis, Carla Huyck, Scott Shoengarth

Upcoming Calls

**Jan 12, 2006 from 11:00-Noon,
Call in number – 800/423-1988, Password – remains same as Oct.**

DOH Updates

- **Media Campaigns** – TPCP has funded GMMB (the program's media relations firm) to work with the program's disparities contractors and the 27 tribal contractors on media strategies and materials for use in their communities. GMMB worked with the five disparities contractors last SFY. Together they created handouts (wallet cards, post cards, etc) promoting the Quitline to 18-29 year olds. These materials have been well received nationally.
 - Disparities Contractors – GMMB will work with the five contractors to identify a common theme or message (likely related to cessation and or secondhand smoke) that can be used across the communities. GMMB will then work with each community to develop strategies and materials that are culturally appropriate to each community. Planning will begin in November so the campaigns can begin in February, following completion of the 18-29 campaign.
 - Tribal contractors – GMMB will work with the NW Portland Area Indian Health Board (NPAIHB) to develop media strategies and/or materials for use in tribal communities. NPAIHB will likely convene an advisory committee of tribal tobacco coordinators to participate in the planning process. Annette of the Seattle Indian Health Board will also participate to provide input such that the work might potentially be used in Urban Indian settings.
- **Quitline**
Free and Clear, which manages the state tobacco quitline, will be calling in the next few weeks to set appointments with each disparities contractor to talk about ways the Quitline might better serve each diverse community. Contractors will not be required to participate but are encouraged to learn the progress that has been made since F&C met with the contractors last spring and to share their concerns and ideas for improving service. Disparities contractors

encouraged Julie Thompson to send Quitline call data to each of them prior to each meeting so they could prepare.

- **Other Materials**

- The American Lung Association will soon work with a tribal committee convened by the NPAIHB to make the TATU curricula and training more culturally appropriate for American Indian populations. ALAW has already been working with SeaMar to do the same for the Latino/Hispanic communities. The American Cancer Society will work with NPAIHB's committee to revise ACS's SpeakOut training and materials.
- Snohomish County has developed some materials as part of a media campaign they are conducting.

- **State Tobacco Conference**

- Disparities Workshops and Trainings –
 - Nov 1 – Tribal Tobacco Coordinators Meeting (2:00-8:30)
 - Nov 2 - Working with Latino Communities
Tobacco, Addiction and Mental Health
Multicultural Reception (4:30-6:30 PM) - needs to be added to the website
 - Nov 3 – Native dance and drums during Governor Gregoire's plenary
 - Nov 4 - Poverty, Class, Geography
Policy with Tribes
Alternative schools

- **TDAC**

The Tobacco Disparities Advisory Committee is currently working to develop new three year objectives for the program's Strategic Plan to Identify and Eliminate Tobacco-related Health Disparities. The committee will meet again in early December. The goal is to update the initial 2-year objectives developed by the Cross Cultural Workgroup on Tobacco (CCWT) in time to use the new objectives during the planning and budgeting process for SFY 2007. Membership can be found at www.doh.wa.tobacco/disparities/disparity.htm. TDAC is also working with Mike Boysun (TPCP Epi) to develop data fact sheets for various diverse communities in culturally appropriate ways.

- **Cultural Competency Assessment of TPCP**

TPCP has contracted with the Cross Cultural Health Care Program (CCHCP) to develop and implement a cultural competency assessment of the state program using CLAS (Culturally and Linguistically Appropriate Services developed by the Office of Minority Health to aid health care institutions standards in assessing their institutional cultural competency). The assessment will occur between November and January so priorities and a plan can be submitted to TPCP by Feb 2006. Kim Clarke asked if county contractors could be kept in the loop during the process and potentially use the tools and process created. Dave agreed to send out a note so interested contractors could indicate interest.

Contractor Updates

Verbena - LGBT

The state posters created via subcontract with Gay City of Seattle by Verbena are now available through the state tobacco clearinghouse. The series is titled "My Greatest Enemy" and is appropriate for a variety of uses in the LGBT and mainstream communities.

Kitsap County

Is conducting a variety of events and distributing quit kit materials during the Gay American Smokeout, November 17 – the day of the Great American Smokeout. They are promoting the kits and other resources through listservs serving LGBT communities in Kitsap and beyond. There are other listservs serving these communities as the internet and listservs are highly used by LGBT communities.

Center for Multicultural Health – African American

One of their fellows (from the Cross Cultural Leadership Institute) is working with Seaspot in south Seattle to conduct a campaign to promote the Quitline to 18-29 year old. Included will be promoting at a basketball event, and other community events and through Seaspot.com which promotes to the “hip hop” population.

Washington Assn of Community and Migrant Health Centers – Latino/Hispanic

Subcontractor SeaMar in Clark, Snoh and King is sponsoring cessation classes in Spanish

Asian Pacific Islander Coalition Against Tobacco – Asian American Pacific Islander

Worked with the Center for Multicultural Health and YATA (the coalition in Yakima county) to jointly sponsor a “bidders conference” so organizations from diverse communities could apply for small grants to address health disparities. 90 packets were mailed inviting participation. 10 participated. Five applicants applied. Efforts are being made to continue dialog with those that came and those that didn’t to distribute funds and build relationships – such as has begun with the Philipino community. TA support was provided to help organizations apply and help them be successful. APICAT is also about to award its SFY 2006 mini-contracts to organizations in Pierce, King and Thurston counties).

SW Washington region

Just completed its workshop on rural tobacco issues conducted through TPRC (Tobacco Prevention Resource Center). It was very successful and recommendations and issues identified will be shared with Dave at TPCP and TDAC. Another similar workshop is scheduled for Spokane later this year.

Snohomish

Announced one of its staff would be attending a conference in Wyoming this month on spit or smokeless tobacco. Their plan is to do an assessment to identify the extent of spit tobacco use among Snohomish youth. Paul Davis from TPCP is also attending. One caller alerted participants that the tobacco companies are doing a targeted campaign promoting spit tobacco in anticipation of I-901 passing in November. It is anticipated many will quit tobacco use, but many may change to spit tobacco if a smoking ban is approved by voters.

Pierce County.

Thanked TPCP for financially supporting their successful cross cultural conference in September, titled ***Saving Lives: Protecting our Communities from Tobacco***. Thirteen local health departments and 75 folks from across the state attended.. Kim Clark also offered to share strategies for applying for NIH and other funds to address health disparities. Call Kim if interested.

I-901

One caller alerted tribal and other participants that there are some efforts occurring on the internet which are saying the initiative was “cooked up” by the tribes, an attempt to create division between tribes and non-Native communities and retailers. Contractors were encouraged to continue to work together to reduce secondhand smoke exposure.